

## Exercise: Developing a New Special Event



**Community:** Mosquitoville, Virginia (Pop. 10,000)

**Organization:** Mosquitoville Main Street

### Mission Statement:

We believe Mosquitoville can be a thriving retail and restaurant district for locals and visitors, alike. To make that happen, we enhance our community's identity and heritage, foster a center of activity, create a sense of community, and ensure economic stability for a downtown that is an exciting place to live, shop, and invest.

### Facts:

- Downtown is challenged with 15% vacancy rate, owner disinvestment, blighted facades, underutilized upper-stories, and merchants are disgruntled with the Main Street program, due to lack of engagement.
- The town includes residents that are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.
- Mosquitoville is a little town, known for big things, quickly becoming known as the hub of world records. This year, Guinness World Record officials came to town to measure a giant pitchfork, wooden clogs, a rocking chair and mailbox. All four items set the new record for being the largest in each category. Mosquitoville holds eight world records in all and hopes it will draw new residents to the small community. It is home to the largest wind chime, golf tee, knitting needles, and crochet hook.

### Transformation Strategy:

- Strengthen Downtown Mosquitoville's District Worker- and Resident-based Economy: Focuses on developing a cluster of retail and service-sector businesses that fulfill day-to-day needs of nearby workers and residents – the things people tend to buy close to home or work.

## Assignment:

*Based on this information, develop an event that is for people who work and live in and near the district. The event should support the mission, Transformation Strategy, and build on existing assets in the community.*

**Why are you having the event?**

**What is the name of your event?**

**Name your target audience?**

**What are your overall objectives of your event?**

**When will your event be scheduled?**

**List all the activities that will take place at your event:** (food, music, overlapping events, something for all ages, something free)

**How will you measure the success of this event?**